

Midlands Technical College
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Mark your calendars now for the...



**WorkKeys
Southeastern
Regional
Conference**

January 26-28, 2005
Radisson Inn
Myrtle Beach, SC

Who should attend:

- WIA Practitioners
- Community Colleges
- Adult Educators
- WorkKeys Profilers
- Secondary Educators
- Business and Industry
- Economic Developers
- WorkKeys Service Center Managers
- Labor Representatives



***“Improve Your
Bottom Line
One Person
at a Time”***

**WorkKeys
Southeastern
Regional Conference**

January 26-28, 2005
Radisson Plaza Hotel
Myrtle Beach, SC

An invitation to help your company
or community...

***“Improve your bottom line
one person at a time”***

WorkKeys Southeastern Regional Conference

**January 26 – 28, 2005 at the Radisson Plaza Hotel,
Myrtle Beach South Carolina**

Guided by the theme ***“Improve your bottom line, one person at a time”***, this conference is designed for business leaders, community developers, WorkKeys practitioners and educators. The purpose is to bring together those working in the southeast for a best practice session to share and help implement WorkKeys as a workforce development tool in communities and companies.

Here are just a few highlights:

Wednesday’s pre-conference activities include presentations by ACT on WorkKeys 101. This will give the basics of WorkKeys for those new to this exciting workforce development tool. Those involved in increasing skill levels will find the curriculum presentations by KEYTRAIN and WIN insightful and helpful. The Profiler Roundtable will also be conducted by ACT.

Thursday morning our opening speaker will be Barbara Bolin, Governor’s Special Advisor for Workforce Development in Virginia. She will highlight how the Commonwealth of Virginia is implementing a Career Readiness Certificate using WorkKeys, and why this is critical to the economy and how it can be implemented in other states. Thursday afternoon at lunch, Lenita Jacobs-Simmons, Regional Administrator, U.S. Department of Labor Employment and Training Administration will discuss the need for an improved workforce and how WorkKeys can fill the bill. Friday morning Dr. Fred Kendrick, Director of Human Resources, Bayer Materials Science Division, will give insight into how Bayer has implemented WorkKeys and its bottom line impacts.

There will be breakout sessions with three tracks: practitioner/profiler, industry/business and secondary school users/educators.

***Register today and help your company
and community grow...***

A Sampling of our Speakers and Topics:

“Improving Our Productivity by Implementing Workkeys”
Joyce Turbeville, HR Manager, BD Preanalytical Solutions

“A Community Approach to WorkKeys”
Jim Kepner, Executive Director, Sumter County
Development Board

Conference Agenda

Wednesday, January 26, 2005

10:00 a.m.-5:00 p.m. Registration
1:00 p.m.-3:00 p.m. Pre-conference Workshops
WorkKeys 101 ---David Sweaney, Ph.D
Profiler Roundtable ---ACT
1:00 p.m.-2:00 p.m. and 2:00 p.m.-3:00 p.m.
KeyTrain ---Sheila Boyington, Dane Boyington, Ph.D.
WIN --- Teresa Chasteen, Ph.D.
5:00 p.m.-7:00 p.m. Evening Social Sponsored by KeyTrain

Thursday, January 27, 2005

8:00 a.m.-8:30 a.m. Continental Registration Breakfast,
Sponsored by KeyTrain
8:30 a.m.- 8:40 a.m. Welcome, Kay Raffield, Ph.D., President, Central Carolina
Technical College
8:40 a.m. - 9:45 a.m. “Career Readiness Certificate Consortium Update” -
Dr. Barbara Bolin, Governor’s Special Advisor for
Workforce Development, Virginia
9:45 a.m.- 10:00 a.m. Break
10:00 a.m.-11:00 a.m. Concurrent Sessions
Session 1 Practitioners/Profilers Track
Session 2 Industry/Business Users Track
Session 3 Secondary School/Educators Users Track
11:00 a.m.-11:15 a.m. Break, Sponsored by Pee Dee Workforce
Investment Board
11:15 a.m.-12:15 a.m. Concurrent Sessions
Session 1 Practitioners/Profilers Track
Session 2 Industry/Business Users Track
Session 3 Secondary School/Educators Users Track
12:15 p.m.-1:45 p.m. Lunch and Speaker
Lenita Jacobs-Simmons, Regional Administrator,
U.S. Department of Labor Employment and Training
Administration, Sponsored by KeyTrain
1:45 p.m.-2:00 p.m. Break
2:00 p.m.-3:00 p.m. Concurrent Sessions
Session 1 Practitioners/Profilers Track
Session 2 Industry/Business Users Track
Session 3 Secondary School/Educators Users Track
3:00 p.m.-3:15 p.m. Break, Sponsored by Santee Lynches Workforce
Investment Board
3:15 p.m.-4:15 p.m. Concurrent Sessions
Session 1 Practitioners/Profilers Track
Session 2 Industry/Business Users Track
Session 3 Secondary School/Educators Users Track
5:00 p.m.-7:00 p.m. Social, Sponsored by WIN
Dinner on your own

Friday, January 28, 2005

8:30 a.m.-9:00 a.m. Continental Breakfast, Sponsored by WIN
9:00 a.m.-9:30 a.m. Dr. Fred Kendrick, Director of Human Resources,
Bayer Materials Science Division
9:30 a.m.-9:45 a.m. Break
9:45 a.m.-10:45 a.m. Concurrent Sessions
Session 1 Practitioners/Profilers Track
Session 2 Industry/Business Users Track
Session 3 Secondary School/Educators Users Track
10:45 a.m.-11:00 a.m. Break, Sponsored by Trident Workforce Investment Board
11:00 a.m.-12:00 a.m. Concurrent Sessions
Session 1 Practitioners/Profilers Track
Session 2 Industry/Business Users Track
Session 3 Secondary School/Educators Users Track
12:00 p.m.-1:30 p.m. Networking Luncheon, Sponsored by ACT
Closing Remarks
Door Prizes ---must be present to win!

Swap Shop - Bring marketing materials to share.
For more information, contact Jim Spencer,
jspencer@sde.state.sc.us.

First-Class Accommodations Await at the Radisson Plaza Hotel Myrtle Beach Convention Center

The Radisson Plaza Hotel Myrtle Beach is the premier property in a premier recreation destination. Adjacent to the Myrtle Beach Convention Center, the luxurious 402-room Radisson Hotel Myrtle Beach is filled with lovely appointments and top service in a setting that's a little bit Manhattan, a little bit South Beach.

Rooms and Amenities

All the guestrooms and suites at the Myrtle Beach Radisson Hotel are beautifully decorated and provide all the creature comforts of home such as High-Speed Internet access, mini-bars, work stations and in-room safes. Additionally, two designated Plaza Levels provide guests with complimentary continental breakfast in Vidalia's, private access and additional amenities for a minimal rate premium.

Hotel Services

Known for its four-star service, the Radisson Myrtle Beach Hotel features a range of distinguished facilities and services, including a covered pool and hot tub, business center, valet parking, and more.

Radisson Plaza Hotel Myrtle Beach Convention Center services at a glance:

- High-Speed Internet
- Indoor Pool and hot tub
- Fitness Center featuring cardio and weight-training equipment
- Amenity-filled suites including two Plaza Levels
- 24-hour room service

Dining

Guests should ready their taste buds for delicious Low Country cuisine and good ol' Southern hospitality when they dine at Vidalia's, the Myrtle Beach Hotel's full-service restaurant. An atrium lounge called the Mbar and Coffee and Cream Specialty Coffee Café, which serves coffee drinks from Starbucks and light snacks, round out the dining options.

Meetings and Events

The Radisson Myrtle Beach Hotel is directly connected to the Myrtle Beach Convention Center. You will find a total of 250,000 square feet of meeting space, including 17 meeting rooms, a Grand Ballroom, and a 100,000-square-foot exhibition hall.

Area Information

Located just a couple of blocks from the waters of the Atlantic Ocean and the largest shopping and entertainment complex in the area, many amusements are in walking distance of the Radisson Myrtle Beach Hotel. Other family-friendly attractions include beautiful beaches, more than 100 golf courses, museums, nature preserves, and lots more.



Room rates are \$99.

(good for 3 days before and 3 days after the workshop)

Radisson Plaza Hotel Myrtle Beach Convention Center

Telephone: 1-800-333-3333

To register online, visit

<http://www.radisson.com/wkrc05>

Special reduced fee for

Early Registration.

Register TODAY!

Fill out the form on back.

Sponsors

Gold Sponsor:

KeyTrain™

Silver Sponsors:

WIN

WorkKeys

Bronze Sponsors:

Central Carolina Technical College
Horry Georgetown Technical College
Midlands Technical College
Pee Dee Workforce Investment Board
Santee Lynches Workforce Investment Board
South Carolina Department of Education
The Trident Workforce Investment Board

2005 Southeastern WorkKeys Conference Registration Form - January 26-28, 2005

Please complete this form and send it with your payment. Type or print your information as you would like it to appear on conference materials. Please complete a separate form for each participant.

Name _____ First name for name badge _____

Company _____

Title _____ Dept. _____

Street Address _____

City _____ State _____ Zip _____

Daytime Phone _____ E-mail Address _____

(Confirmation will be sent via e-mail)

The registration fee includes the social on Wednesday and Thursday, and a continental breakfast and lunch on Thursday and Friday.

- ☐ Early Registration Fee, \$149 per person due by December 16, 2004
☐ Late Registration Fee, \$199 per person after December 16, 2004
☐ I am disabled and may require assistance from conference staff.

Amount enclosed \$ _____ ☐ Check enclosed ☐ Money order enclosed

☐ PO number _____ Make check payable to Midlands Technical College.

Registration fee:
before December 16 - \$149
Received
AFTER December 16 - \$199

MAIL your registration to: Continuing Education, Midlands Technical College, PO Box 2408, Columbia SC, 29202

If you have any registration questions, please call 803 732-0432 or register online at www.mtcctraining.com

Conference Committee

Conference Chairperson
Mary Molusky
Midlands Technical College

Conference Committee:

Robert Wood
Central Carolina Technical College

Shirley Butler
Horry Georgetown Technical College

Vickie Tyner
Pee Dee Workforce Investment Board

Les Thompson
Santee Lynchs Workforce Investment Board

Jim Spencer
South Carolina Department of Education

Jim Kepner
Sumter County Development Board

Bernard Chisolm
Trident Workforce Investment Board

Southeastern WorkKeys Conference Career Readiness Consortium Advisory Committee

Dr. Barbara Bolin
Governor's Special Advisor for Workforce Development
Governor's Office, Virginia

Heather Glissman
Project Manager, Governor's Special Advisor for Workforce Development
Governor's Office, Virginia

Katherine DeRosear
Director of Policy and Planning,
Governor's Special Advisor for Workforce Development
Governor's Office, Virginia

Greg Irish
Director, Department of Employment Services
Government of the District of Columbia

Keith Mitchell
Executive Director
DC Workforce Investment Council

Susan Gilbert
Executive Assistant
Government of the District of Columbia
Department of Employment Services
Office of Workforce Development

Dr. Kay Clark
Associate Vice Chancellor for Academic Affairs
State University & Community College System of Tennessee
Tennessee Board of Regents

John M. Townsend
Executive Director, Tech Prep Program
State University & Community College System of Tennessee
Tennessee Board of Regents

Bob Parsons
Assistant Commissioner for Business Development
State of Tennessee

David H. Lieving
Director, Governor's Workforce Investment Division
West Virginia Development Office

Rick Beasley, Director
Division of Workforce Development, Missouri

Mike Mckown
Workforce Development Specialist
Division of Workforce Development, Missouri

Stephanie Beaudet
Assistant Vice President
Corporate and Community Programs
Delaware Technical & Community College

Betsy Archer
Chief of Employment, Training and Policy, Delaware

J. Larry Keen
Vice President, Economic and Workforce Development
North Carolina Community College System

Stephanie Deese
North Carolina Community College System

Dr. Beth Lucas
Commission Senior Policy Associate & Workforce Development Institute
NC Department of Commerce

Gloria Sandstrom
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State of Maryland Department of Labor, Licensing & Regulation

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